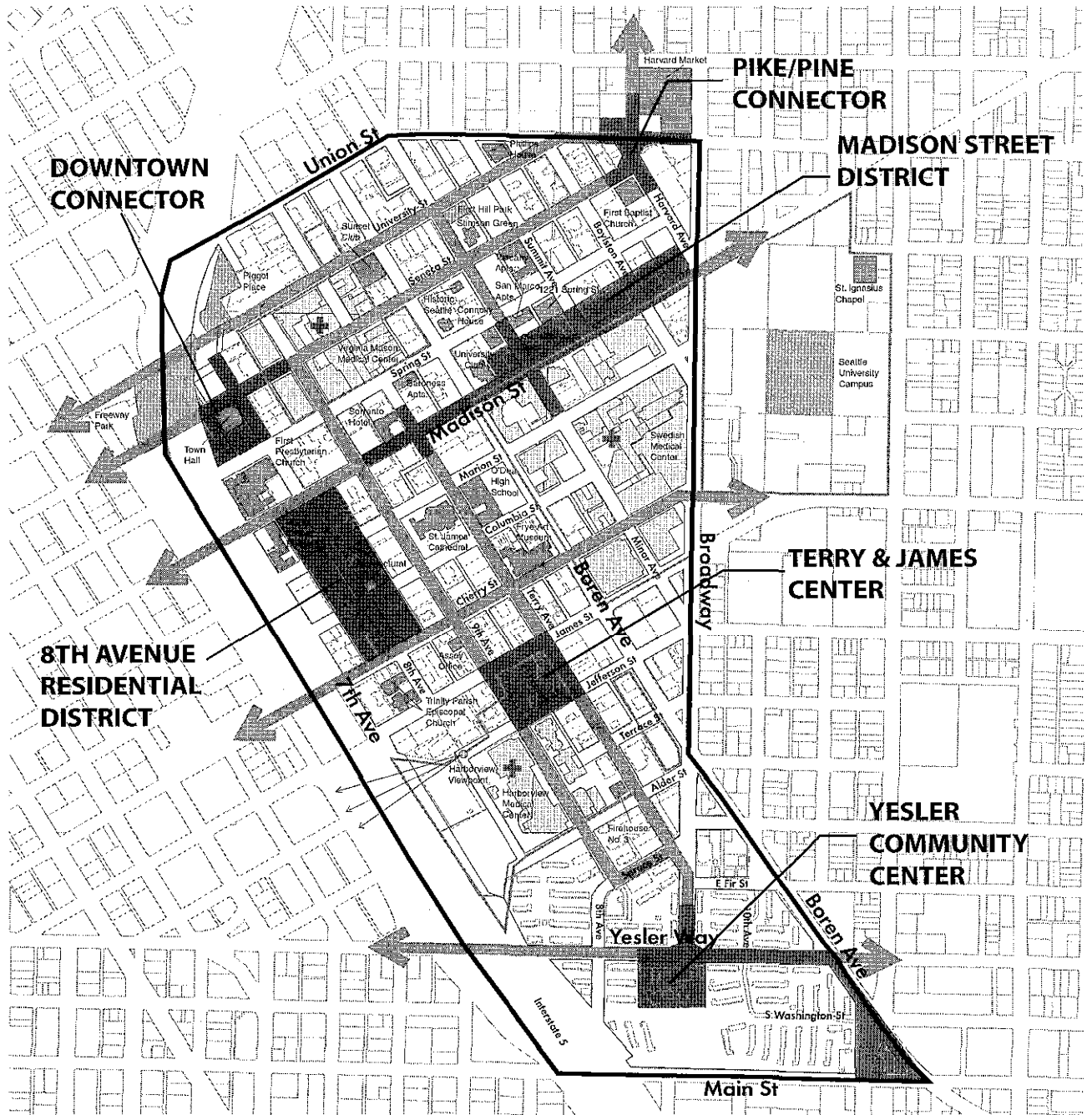








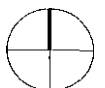
Master Plan Map



-  Key Pedestrian Streets
-  Key Activity Areas
-  Institutional Controls
-  Parks and Open Space
-  Key Buildings
-  Hospital Buildings

First **Hill** Neighborhood Plan
Master Plan Map

0 800 Feet



Plan Recommendations

Key Strategy Madison Street District

Madison Street is at the heart of First Hill's commercial area and is the most direct route from downtown to Lake Washington. It is the place where residents, employees, visitors, students and other members of the First Hill community meet each other. The First Hill plan recommendations for Madison Street are to enhance the types of activities already occurring in the area, and to influence the location and design of the proposed light rail station and the adjacent land uses to create a critical mass of activity on Madison.



Objectives

- . Create a well-lit, pedestrian-friendly urban village in north First Hill.
- . Create a "critical mass" of housing, transit and shops near the light rail station
- . Increase the variety and hours of businesses on Madison to appeal to residents and employees.



Economic Development

CREATE A CENTER TO THE MADISON STREET DISTRICT AROUND THE LIGHT RAIL STATION ENTRANCES.

Focusing on the entries of the light rail station, extend the ground level retail uses "around the corner" one half block in either direction to create a concentration of street level interest for pedestrians.

CREATE A BUSINESS IMPROVEMENT ASSOCIATION TO UNIFY THE BUSINESS COMMUNITY.

This could be accomplished by expanding the role of the First Hill Improvement Association. Begin work with business community to create a petition to City Council to form the BIA.

IMPLEMENT A MARKETING STRATEGY TO PROMOTE THE MADISON STREET DISTRICT AS THE CENTRAL BUSINESS DISTRICT FOR FIRST HILL INCLUDING

- . "What's happening in First Hill" kiosks at key locations such as the new light rail station, hospital campuses, Frye Art Museum, Town Hall, Harvard Market, Yesler Community Center, and St. James Cathedral.
- . A **Welcome Wagon** to advertise First Hill businesses. This was indicated as a strategy to pursue in both the Phase 1 business survey and the Parking Study recently completed by the City and KC/Metro. The Welcome Wagon may include discount coupons for all participating First Hill businesses, transit coupons, parking maps and neighborhood newsletters,

Plan Recommendations

CONDUCT A STATISTICALLY VALID SURVEY AS PART OF THE LIGHT RAIL STATION AREA PLANNING EFFORT.

Determine the types of retail businesses desirable for residents, employees and visitors. Use survey information to attract businesses to the area and/or get existing businesses to remain open during evening hours.

IDENTIFY EXISTING PARKING AREAS WITH SIGNS AND MAPS DISTRIBUTED AT BUSINESSES, THE MEDICAL CENTERS, SEATTLE UNIVERSITY AND AT THE KIOSKS.

Explore opportunities for shared parking with major employers.

Housing

INCREASE HOUSING AND RETAIL DENSITY ON THE NORTH SIDE OF MADISON STREET THROUGH A PUBLIC/PRIVATE JOINT DEVELOPMENT.

A desirable project would be a mixed use housing/retail building above the light rail station. Encourage conversion of one story retail properties on the north side of Madison to mixed use retail and housing.

WORK WITH THE CITY'S STATION AREA PLANNING TEAM AND SOUND TRANSIT TO LOCATE AND DESIGN THE LIGHT RAIL STATION SO THAT IT SUPPORTS THE MADISON STREET DISTRICT CENTER.

The stations must be safe, secure, attractive, accessible, and reflect neighborhood character. Locate stations to serve the retail and residential neighborhood, the medical centers and Seattle University.

WORK WITH THE CITY AND KC/METRO TO IMPROVE PEDESTRIAN MOBILITY AT ALL CROSS STREETS.

Improve crossings at unsignalized intersections and midblock through the use of painted crosswalks; curb bulbs at signalized intersections; median refuges at unsignalized intersections and midblock; and improve responsiveness at signalized intersections for pedestrians (provide pedestrian crossing phases every cycle, provide immediate response to pedestrian calls at push buttons as recommended by the KC/Metro Madison Street Corridor Study).

ENCOURAGE SMOOTHER BUS OPERATIONS TO AND FROM FIRST HILL AS RECOMMENDED BY THE KC/METRO MADISON STREET CORRIDOR STUDY.

Reduce delays through use of bus bulbs, signal preemption, and bus stop relocation.



Urban Design

IMPROVE ALL KEY PEDESTRIAN STREETS WITHIN THE MADISON STREET DISTRICT.

- **Improve sidewalks** in the vicinity of the light rail station buffer pedestrians from traffic. The buffer area should include a planting strip with street trees, seating and retail activity such as a café or news stand. This is critical on the north side of Madison where existing parking will be removed as part of I-5/Metro's Madison Street Corridor Study.
- **Identify the Madison Street District center** with signature paving at the intersection near the light rail station. Textured or patterned crosswalks should be considered. New development that is part of the light rail station should include ground level retail that face Madison and wraps around the corner to create the Madison Street District center.

DESIGN THE FIRST HILL LIGHT RAIL STATION TO REFLECT NEIGHBORHOOD CHARACTER.

Work with the City and Sound Transit. The station area should include a gathering space, ground floor retail, housing, signage that incorporates public art, the First Hill Clock, landscaping that includes a water feature, a community policing station, awnings, pedestrian scale lighting, and a bus stop that is easily accessed from the light rail station.



Human Needs

IMPLEMENT THE RECOMMENDATIONS FROM THE THERAPEUTIC HEALTH SERVICES (THS) FOCUS GROUP,

Create volunteer opportunities at THS for the community, and encouraging THS staff to join Block Watch.



Public Safety

LOCATE PEDESTRIAN SCALE LIGHTING ALONG KEY PEDESTRIAN STREETS

This will create a greater degree of safety for light rail passengers and evening shoppers.

ARRANGE FOR REGULAR COMMUNICATION BETWEEN THS STAFF AND COMMUNITY POLICING OFFICERS.

Ensure that clients are meeting their requirements in the neighborhood; staff can be extra eyes on the street.

Plan Recommendations

Key Strategy **Yesler** Community Center

Yesler Community Center is on the City's short list for an upgrade. Playgrounds, basketball courts and places to ride a bike are scarce. The existing Yesler community center is small and is very well used. Job training, ESL, youth tutoring, counseling, and after school programs share extremely limited space. The Health Clinic across the street needs more space.

Street improvements in the vicinity of Yesler Terrace are also a high priority. Working together with the planning committees from the Central Area, International District, and 1 2th Avenue will hopefully yield a solution for the intersection of Yesler, Boren and 12th Ave. This area is of particular concern to Yesler Terrace residents as it is a school walk route to the Bailey Gazert Elementary School.



Objectives

- . Upgrade the Yesler Community Center, Neighborhood House and other community spaces.
- . Increase and improve maintenance to existing parks and open space.
- . Participate in the Central Gateway Project to improve the intersection at Boren and 1 2th Ave.



Economic Development

LOCATE THE TRAINING CENTER FOR SEATTLE JOBS INITIATIVE PROGRAM (SJI) IN THE VICINITY OF YESLER TERRACE.

SJI is an established training and placement program and can locate a training center on First Hill to help increase job skills of local residents. Through partnerships with local employers, SJI can help create on-the-job training (OJT) opportunities for First Hill residents.

GIVE FIRST HILL RESIDENTS PRIORITY FOR ON-THE-JOB TRAINING (OJT) POSITIONS.

work with SJI and local employers to give First Hill residents priority for OJT positions



Parks/Open Space

LOCATE THE NEW YESLER COMMUNITY CENTER ON FIRST HILL.

Work with the City, Yesler Terrace residents and adjacent neighborhoods to determine the location and facilities to be included in a new Community Center.

WORK WITH THE SEATTLE HOUSING AUTHORITY TO INCREASE MAINTENANCE AT EXISTING YESLER TERRACE PLAYGROUNDS.

Enforce minimum maintenance standards for all existing playgrounds and open spaces:

- . Safe, well marked pedestrian access to all playgrounds;
- . Pedestrian scale lighting at, and leading to playgrounds;
- . Regular maintenance of grounds and play equipment (including litter removal)

PARTICIPATE IN THE CENTRAL GATEWAY DESIGN CHARRETTE FOR THE 12TH AND BOREN GATEWAY SITE.

Coordinate with the Central and 12th Avenue Planning Committees.



Transportation

WORK WITH THE CITY AND YESLER TERRACE RESIDENTS TO IMPROVE PEDESTRIAN CROSSING CONDITIONS FOR BOREN AVE. AND YESLER ST.

Improve pedestrian crossings by installing the following devices, as appropriate, at bus stops, on school walk routes (Central Gateway, Yesler Terrace to Bailey Gatzert School), and at a spacing of no greater than two blocks: painted crosswalks, curb bulbs, pedestrian median refuges, and pedestrian activated signals.

IMPROVE PARATRANSIT SERVICE FROM YESLER TERRACE AND JEFFERSON TERRACE TO MAJOR DESTINATIONS ON THE NORTH SIDE OF FIRST HILL

Destinations include Harvard Market, Shoprite, Town Hall, Light Rail Station).

WORK WITH KC/METRO TO EXTEND THE DOWNTOWN FREE RIDE ZONE EAST TO TERRY AVENUE.

Involve Harborview, Hilltop House, Jefferson Terrace and Yesler Terrace in the process.



Human Needs

CREATE 24 HOUR CHILDCARE PROGRAMS.

Work with the Dept. of Social and Health Services (DSHS), First Hill Employers and Neighborhood House to create 24 hour child care programs. Many of the SJI program participants are likely to need child care services and may be required to work swing shifts,

INCLUDE ELEMENTS OF A SATELLITE PEOPLE CENTER AT THE NEW COMMUNITY CENTER.

Work with DSHS and Yesler Terrace Community Council. Include translation services, ESL training courses, referral services for transportation, health, social services, entertainment, community and interest group activities, senior and youth activity programs, and a coffee house with internet access.



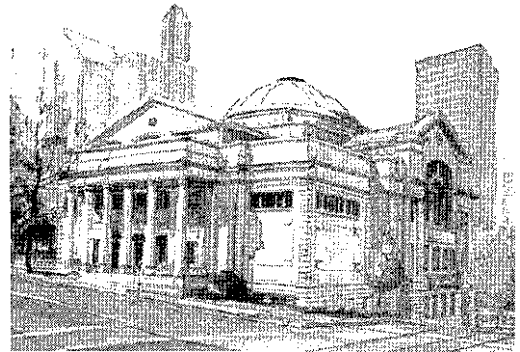
Public Safety

WORK WITH THE SEATTLE POLICE AND LOCAL RESIDENTS TO INCREASE PATROLS IN THE VICINITY OF YESLER TERRACE.

Plan Recommendations

Key Strategy: Downtown Connector

One benefit of living on First Hill is being within walking distance of downtown Seattle. This Key Strategy focuses on improving pedestrian links to downtown. Town Hall is the other focus of this strategy and will include a performance hall, additional rehearsal space, meeting rooms and a cafe that will be open into the evening. Town Hall will accomplish many of the needs expressed by First Hill residents and will add to the growing number of cultural resources on First Hill.



Objectives

- Improve the connections between First Hill and Downtown neighborhoods
- Improve the connections to Town Hall from First Hill and Downtown,
- Integrate the Town Hall project into the Neighborhood Plan



Transp

WORK WITH THE CITY TO IMPLEMENT SENECA STREET CORRIDOR PEDESTRIAN IMPROVEMENTS.

Improve pedestrian crossings by installing the following devices, as appropriate, at bus stops, on school walk routes, and at a spacing of no greater than two blocks elsewhere: painted crosswalks, curb bulbs, pedestrian median refuges, and pedestrian activated signals. Recommended locations include:

- 8th and Seneca (vicinity of Town Hall)
- Summit (near Northwest School/Cascade Court)
- Harvard/Union/Seneca St. intersection

CREATE A DOWNTOWN/FIRST HILL CIRCULATOR SHUTTLE.

work with KC/Metro and SeaTran to determine the feasibility of a circulator shuttle with 5–7 minute daytime headways, good speed and reliability, optimized stop locations, easy to use route system, and reliable evening service.



IMPROVE THE STREETScape AT KEY LOCATIONS BETWEEN DOWNTOWN AND FIRST HILL:

- . **Seneca, Madison, 8th Ave. and Yesler Way bridges.** Create a protected pedestrian environment (e.g. minimize freeway exposure, wider sidewalks, lighting, plantings, railings)
- . **Seneca, 8th, Madison and Minor.** Pedestrian scale lighting and crossing improvements are a high priority to create a safer, more accessible walkway between northwest First Hill and other key activity mess.



WORK WITH THE CITY,TOWN HALL AND THE CAPITOL HILL PLANNING COMMITTEE TO DEVELOP A SATELLITE PEOPLE CENTER FOR FIRST HILL.

the Center will include elements of a senior center such as remote library services (computer terminal/book drop off), an office for a senior activities coordinator, meeting space, a kiosk or bulletin board for postings such as available low/no cost meeting space, referral services for transportation, health, social services, entertainment, and community group activities.

Plan Recommendations

Additional Activity: Pike/Pine Connector

The Pike/Pine neighborhood is north of First Hill and home to a growing arts and cultural community. First Hill residents can walk to all that Pike/Pine has to offer including restaurants, performance halls, a new park and the Harvard Market shopping center. The focus of this near term activity is to work in collaboration with the Pike/Pine planning committee to improve pedestrian safety and access on key pedestrian streets and to mitigate the impacts of the Convention Center.

Objectives

- . Create a link between First Hill and Pike/Pine through street improvements.
- . Work with Pike/Pine to develop a Cultural Resource Plan.
- . Work with Pike/Pine to reduce impacts of the Convention Center development.



Transportation

IMPROVE THE UNIVERSITY/HARVARD/SENECA ST. INTERSECTION AND CREATE A GATEWAY OR ENTRY TO FIRST HILL.

This intersection is wide, steep and very well traveled by cars, buses and pedestrians. It is also adjacent to the entrance and exit of the Harvard Market. Improvements may include curb extensions to create a more regular geometry to the intersection, well marked pedestrian crossings and potentially an entry or gateway feature.

PURSUE SENECA STREET IMPROVEMENTS as detailed in the Seneca Street Corridor project

STREETSCAPE IMPROVEMENTS ON HUBBELL PLACE AND PIKE STREET.

Work with the Pike/Pine planning committee, SEATRAN, and the Convention Center to mitigate the impacts of the Convention Center development on the adjacent neighborhoods.



Urban Design

REMOVE OBSTRUCTIONS ON SIDEWALKS

Including dumpsters and misplaced poles.

WORK WITH THE HARVARD MARKET TO LOCATE A FIRST HILL INFORMATIONAL KIOSK

The kiosk should be located on or directly adjacent to the Market property



ADD PEDESTRIAN SCALE LIGHTING ON ALL KEY PEDESTRIAN STREETS, especially in the vicinity of the Harvard Market.

IMPROVE SITE DISTANCES AT ENTRANCE/EXIT OF HARVARD MARKET.

Harvard Market attracts high volumes of pedestrians and cars. Currently, there is not adequate visibility between pedestrians and drivers at the entrances to the parking lot on Union Street and on Harvard Avenue. Work with Harvard Market and SEATLAN to improve site lines at these locations.



In Progress!!

**Seneca/Harvard/
Union Intersection**

Street improvements are nearly complete at the Seneca/Harvard/Union intersection. This intersection was high on the planning committee's list for redesign to channel traffic more effectively and to give pedestrians a safer place to cross. The opening of the Harvard Market last fall made this project even more critical as the number of pedestrians, cars and service vehicles who pass through this intersection has increased substantially. This intersection is particularly difficult for pedestrians because it is wide and it is unclear which direction the traffic is coming from given the existing geometry. SEATLAN has already poured one of the concrete islands and the other island, curb extension and landscaping are in progress. The project will be completed by the end of November.



Plan Recommendations

Additional Activity Neighborhood Wide Recommendations

The following strategies apply to the entire neighborhood and set the framework for other recommendations in the plan.



Economic Development

IMPLEMENT A MARKETING STRATEGY TO PROMOTE FIRST HILL RESOURCES.

This will include 'What's Happening in First Hill' kiosks throughout the neighborhood and a Welcome Wagon to advertise First Hill businesses (more detailed description in Madison Street Key Activity). The marketing strategy should include a list and map of First Hill's cultural resources.

CREATE A FIRST HILL COMMUNITY DEVELOPMENT ORGANIZATION (CDO) TO WORK WITH THE CITY AND IMPLEMENT THE RECOMMENDATIONS OF THE NEIGHBORHOOD PLAN.

The CDO will have the following characteristics:

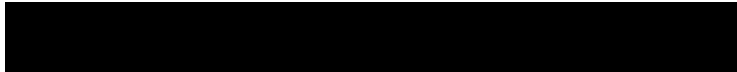
- Members will represent all neighborhood stakeholder groups (including major employers);
- A staff person will be necessary to coordinate activities (a portion of this person's time must be dedicated to supporting human development goals for community connectedness and for developing the People Center).
- May be part of a First Hill BIA (see Madison Street key activity) or a separate entity.

Activities will include:

- Improving coordination of human development services for the neighborhood
- Participating on citizen advisory committees for the major employers
- Participating in the design review process for new development;
- Preparing applications for matching funds;
- Developing volunteer match hours for grants;
- Working with City, Sound Transit, KC/Metro staff and the major employers to accomplish goals for housing, business development, open space acquisition/management, public safety, job training, and transportation.



This community kiosk is one of many located in the Columbia City neighborhood,



PARTICIPATE IN THE DESIGN REVIEW PROCESS FOR ALL NEW DEVELOPMENTS.

Work within the Seattle design guidelines to ensure that new development addresses the following

- . No blank walls at street level (openings, landscaping, pedestrian oriented retail)
- . Ground floor uses encourage pedestrian activity (e.g. retail stores, transit, security station)
- . Design buildings using Crime Prevention through Environmental Design (CPTED) so that passive surveillance is possible
- . Buildings at neighborhood entry points emphasize First Hill identity.
- . Street furniture, lighting and transit shelters are designed to address goals for key pedestrian streets.
- . Design the light rail station as part of a mixed use development with security station, ground floor shops and other pedestrian generators.

CREATE A COORDINATED DESIGN PLAN FOR FIRST HILL'S ENTRY POINTS.

Establish a cohesive identity for First Hill by marking the entry points to the neighborhood in a deliberate way. Opportunities sites include;

- . **South entry:** the Central Gateway Project at the confluence of Yesler, Boren and 12th Ave.
- . **East entries:** Landscape the triangular parcels on Broadway where it intersects with Marion and Boylston, Minor and James, and Boren and Terrace. This will create a series of unified neighborhood entryways
- . **West entries:** Lighting, railings, signs, painting and other treatments are proposed for the freeway bridges to mark entries to First Hill from Downtown at Seneca, Madison, Cherry (underpass), James (underpass), and Yesler.
- . **North entries:** plant traffic circles at Summit and Union (Northwest School), and at the Harvard Union/Seneca intersection consistent with those on the east entries. Pike and Boren: Coordinate with the Pike/Pine as they develop their plans for 4 Columns and Boren St. Parks.

IMPROVE ALL KEY PEDESTRIAN STREETS WITH PEDESTRIAN SCALE LIGHTING, SIDEWALK IMPROVEMENTS, LANDSCAPING, CROSSWALKS, SIGNAGE, LIGHTING AND CURB BULBS WHERE APPROPRIATE, INCLUDING

- University at Hubbell /Freeway Park lighting)
- University between Boylston & Broadway (lighting/crossing)
- Seneca and 8th intersection (lighting/crossing)
- Seneca and Summit intersection crossing)
- Seneca/Harvard/Union intersection (lighting)

Plan Recommendations

- **Madison intersections enforcement/stop bars**
- **Madison 2nd 8th intersection** (lighting/sidewalk maintenance)
- **Madison in the vicinity of the light rail station** (sidewalks, street trees, lighting)
- **Cherry west of 9th** (crossing/lighting)
- **Cherry at 7th and Freeway** (crossing/lighting)
- **Yesler and Boren intersection** (crossing/lighting)
- **Yesler and 10th intersection** (lighting)
- **Yesler bridge over the freeway**
- **Spruce between 9th and Terry** (lighting)
- **Terry intersection** (lighting)
- **Minor between University and Madison** (lighting)
- **Terry between Madison and Yesler** (lighting and crossing)
- **9th between Seneca and Alder** (lighting)
- **Marion and 9th** (crossing)
- **James and 9th** (crossing)
- **9th between Madison and James** (lighting)

UNDERGROUND EXISTING UTILITY WIRES east of Boren Avenue to retain mature street trees.

LOCATE PARKS AND/OR P-PATCH GARDENS ON FIRST HILL. Work with the parks department to find a suitable site



Transportation

IMPLEMENT THE FIRST HILL PARKING STUDY RECOMMENDATIONS.

SEATRA recommends enforcement, regulating on-street parking, improving the residential parking zone, transportation demand management, shared parking, car sharing and a parking tax.



Public Safety

ENFORCE THE CITY NOISE ORDINANCE to prevent unnecessary noise between 7 PM and 8 AM

ENFORCE THE CITY LITTER AND GRAFFITI ORDINANCE or implement an anti-graffiti program.

INCREASE ON STREET PATROLS IN PROBLEM LOCATIONS. Work with the Seattle Police Department and residents See Public Safety Hot Spots map in the plan for preliminary locations.

IMPROVE SURVEILLANCE OF THE BUS STOPS IN FIRST HILL. Work with the police department and adjacent business owners or major employers.

Additional Activities: Terry and James Center

The new Frye Art Museum and cafe have increased the number of people who come to the Terry and James area each day, especially on the weekends. Harborview Medical Center will build a new facility nearby. Although the economic base is currently not in place to support additional retail in this area, it is likely that in the near future retail shops will be needed in this location.

Objectives

- . Increase retail and pedestrian activity in the vicinity of Terry and James.
- . Improve pedestrian crossing conditions at key James St. intersections.
- . Locate an open space site in the vicinity of Terry and James.



Economic Development

PARTICIPATE IN THE CITIZEN ADVISORY COMMITTEE FOR THE DEVELOPMENT OF THE HARBORVIEW MEDICAL CENTER MASTER PLAN.

work with Harborview as they develop their master plan and consider revitalizing the properties at Terry and James. Neighborhood goals include adding ground floor retail and urban design elements that promote pedestrian activity in the vicinity of James and Terry.



Transportation

ARTERIAL CORRIDOR PEDESTRIAN IMPROVEMENTS AT TERRY AVENUE

Improvements are needed at intersections with James and Madison as described in the Yesler Community Center Key Activity.

IMPROVE PARATRANSIT SERVICE FOR RESIDENTS LIVING SOUTH OF JAMES

Service is needed to destinations on the north side of First Hill such as the Harvard Market, Town Hall, the Light Rail Station, Seattle University and others.



Urban Design

PARTICIPATE IN THE DESIGN REVIEW PROCESS for all new development projects, as appropriate.

LOCATE A “WHAT’S HAPPENING IN FIRST HILL” INFORMATIONAL KIOSK at the Frye Art Museum and at St. James Cathedral.



Parks/Open Space

DESIGNATE HARBORVIEW VIEWPOINT PARKING GARAGE OPEN SPACE AS PASSIVE OPEN SPACE in the Comprehensive Plan Amendment package.

Plan Recommendations

Additional Activities: 8th Avenue Residential District

The First Hill Housing study included interviews with local developers to identify what they thought were barriers to development on First Hill. Finding developable parcels of land that are large enough to build on was the main detractor to developing on First Hill. 8th Avenue is one of the only locations in the neighborhood where the zoning would allow for medium to high rise housing. There are many lots that are underdeveloped or currently being used as pay parking lots.

Objectives

- . Work with developers to locate housing on 8th Avenue
- . Improve the current streetscape conditions.

Housing

PROMOTE NEW HOUSING DEVELOPMENT ON SITES ADJACENT TO 8TH.

Continue to identify, evaluate, and promote potential redevelopment sites south of Madison Street.



Transportation

IMPROVE 8TH AVENUE STREETSCAPE CONDITIONS.

Work with SeaTran and developers to improve 8th Avenue south of Madison:

- . Repair heaved sidewalks and broken curbs
- . Add curb ramps where they do not exist



Urban Design

PARTICIPATE IN DESIGN REVIEW PROCESS FOR ALL DEVELOPMENT PROJECTS ALONG 8TH AVENUE.